

Direct-to-Consumer Advertising

Letters

May 20, 2008

Letter to the CEOs of five companies regarding direct-to-consumer advertising

Johnson & Johnson »

response »

Merck & Co., Inc. »

Pfizer, Inc. »

Pharmaceutical Research and

Manufacturers of America »

Schering-Plough Corporation »

April 25, 2008

Letter FDA Commissioner von Eschenbach in regard to misleading statements in direct-to-consumer advertisements of prescription medications

March 31, 2008

Letters to Johnson & Johnson and Amgen Inc., requesting documents relating to the marketing strategies of a class of drugs known as Erythropoiesis-Stimulating Agents (ESAs)

[read the Johnson & Johnson Letter »](#)

[read the Amgen Inc., Letter »](#)

Feb. 11, 2008

Letter to Softlayer Technologies, Inc. and Cafepharma Inc. requesting information about messages posted to the Web site Cafepharma.com

Feb. 11, 2008

Letter to Schering-Plough Corporation and Merck and Co., Inc. requesting information about messages posted to the Web site Cafepharma.com

Feb. 11, 2008

Letter to Schering-Plough Corporation and Merck and Co., Inc. requesting further data relating to a timeline of the study released by the companies

[April 9, 2008 response »](#)

[March 31, 2008 response »](#)

[March 24, 2008 response »](#)

Feb. 11, 2008

Letter to FDA Commissioner von Eschenbach in regard to the delay in releasing the ENHANCE clinical trial study results

[March 5, 2008 response »](#)

Feb. 6, 2008

Letters to 10 organizations involved in advertisements for Pfizer's Lipitor featuring Dr. Robert Jarvik

Jan. 24, 2008

Letter to American College of Cardiology CEO Lewin in regard to the withholding of clinical data during the ENHANCE trial

Jan. 24, 2008

Letter to American Heart Association CEO Wheeler in regard to the withholding of clinical data during the ENHANCE trial

Jan. 24, 2008

Letter to Schering-Plough Corporation and Merck & Co., Inc. in regard to the withholding of clinical data during the ENHANCE trial

Jan. 22, 2008

Letter to FDA Commissioner von Eschenbach in regard to the Committee's ongoing investigation into Vytorin and the ENHANCE trial

January 25, 2008 response »

Jan. 22, 2008

Letter to Health and Human Services in regard to the Committee's ongoing investigation into Vytorin and the ENHANCE trial

February 14, 2008 response »

Jan. 22, 2008

Letter to Schering-Plough Corporation and Merck and Co., Inc. in regard to the Committee's ongoing investigation into Vytorin and the ENHANCE trial

Jan. 16, 2008

Letter to Schering-Plough Corporation and Merck and Co., Inc. in regard to concerns about misleading statements in Direct-to-Consumer advertisements of prescription drugs

Jan. 16, 2008

Letter to FDA Commissioner von Eschenbach in regard to concerns about misleading statements in Direct-to-Consumer advertisements of prescription drugs

February 28, 2008 response »

February 1, 2008 response »

Jan. 7, 2008

Letter to Pfizer, Inc. Chairman of the Board and CEO Kindler in regard to concerns about celebrity endorsements of prescription medications in direct-to-consumer advertising

April 28, 2008 response »

February 25, 2008 response »

News Releases

"Dingell, Stupak Request Improved Accuracy, Stronger Guidelines for DTC Ads" -- May 20, 2008

"Dingell, Stupak Comment on Pfizer Decision to Pull Lipitor Ads Featuring Dr. Jarvik" -- February 25, 2008

"Continues Investigation into Celebrity Drug Endorsements" -- February 7, 2008

"Dingell, Stupak Question Merck/Schering-Plough's Sponsorship of American College of Cardiology and American Heart Association" -- January 24, 2008

"Dingell, Stupak Comment on Decision to Pull Vytorin Ads" -- January 23, 2008

"Dingell, Stupak to Continue ENHANCE Trial Investigation" -- January 18, 2008

"Committee Opens Investigation into Celebrity Drug Endorsements" -- January 7, 2008

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